


Story

Apple continues to strengthen its standing in the smartphone market. The brand has rise..	More than 1 billion consumers currently use iPhones. Since its initial launch, more than ..	iphone sales generated \$205 billion revenue for apple in 2022, more than Microsoft's to..	Comparative anlysis amongst various other leading brands in the smartphone industry s..	Although the iPhone isn't far behind in the ..
-------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	------------------------------------------------


**iRevolution - Think Different**

Year2018

CountryIndia

BrandOPPO

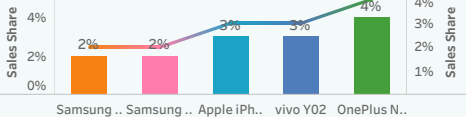
Global Market Share



© 2023 Mapbox © OpenStreetMap

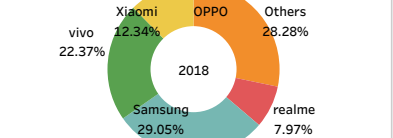
Country wise best selling smartphone

Models



Model	Sales Share
Samsung ..	2%
Samsung ..	2%
Apple iPh..	3%
vivo Y02	3%
OnePlus N..	4%

Quarterly-Share

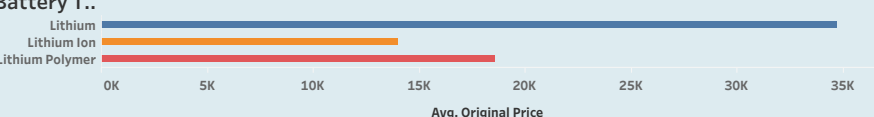


Brand	Share
Others	28.28%
vivo	22.37%
Samsung	29.05%
realme	7.97%
Xiaomi	12.34%
OPPO	12.34%

Brand Price Comparison

Brand	Price
APPLE	89,900
XIAOMI	17,999
REALME	17,999
SAMSUNG	17,999
VIVO	17,999

Battery Type Distribution



Battery Type	Avg. Original Price
Lithium	~34K
Lithium Ion	~14K
Lithium Polymer	~18K

Story


Apple continues to strengthen its standing in the smartphone market. The brand has rise..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than ..

iphone sales generated \$205 billion revenue for apple in 2022, more than Microsoft's to..

Comparative anlysis amongst various other leading brands in the smartphone industry s..

Although the iPhone isn't far behind in the ..



iRevolution

Year2009ColourMultiple valuesBrandAPPLE

KPI

BrandDiscount PercentageMrpNumber Of RatingsSale Pricesales difference

Revenue GeneratedUnits sold (mm)Active Users (mm)

12.0020.7025.00

Annual Revenue(2016-2022)

Avg. Revenue (\$bn)

Year

200620082010201220142016201820202022

65.0108.0170.8233.6215.4229.2274.5365.8

Apple

iRevolution-Apple iPhone

ModelProcessorFront Ca..Rear CameraColour

APPLE IPHONE 11A Bionic Chip12MP12MP + 12MPBlack92,800

APPLE IPHONE 12A Bionic Chip with ..12MP12MP + 12MPBlue59,900

Apple iPhone 12 Black199,700

Apple iPhone 12 MiniBlue74,900

Apple iPhone 12 Mini Black74,900

APPLE IPHONE 13A Bionic Chip12MP12MP + 12MPBlue149,800

APPLE IPHONE 14A Bionic Chip, Core12MP12MP + 12MPBlue189,800

APPLE IPHONE 14 PLUSA Bionic Chip, Core12MP12MP + 12MPBlue99,900

Model-Share

Apple iPhone 14 Pro Max17.00%

Apple iPhone 1417.00%

Story

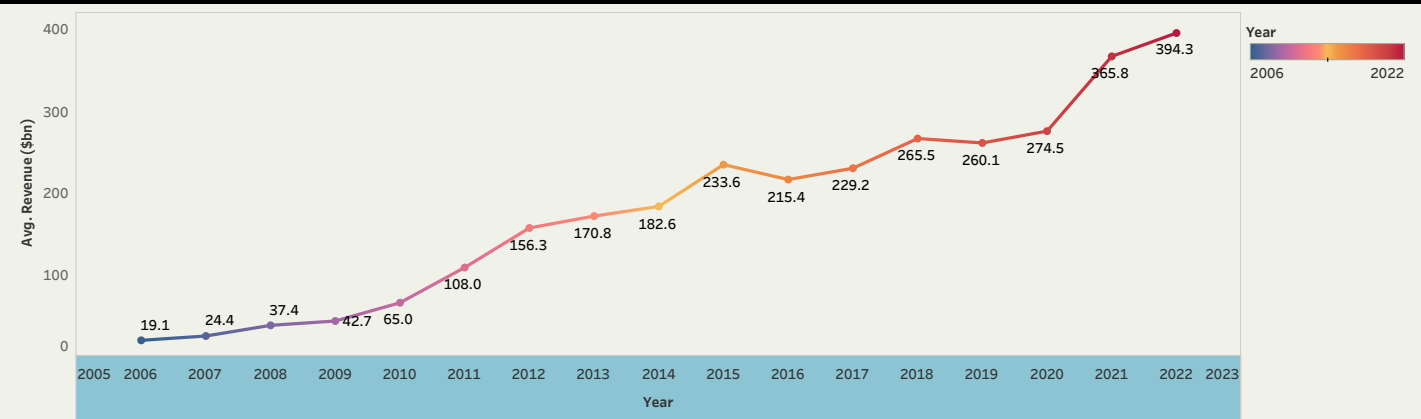
Apple continues to strengthen its standing in the smartphone mar..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than ..

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's to..

Comparative analysis amongst various other leading brands in the smartphone industry s..

Although the iPhone isn't far behind in the competition. Its 3% market s..



Story

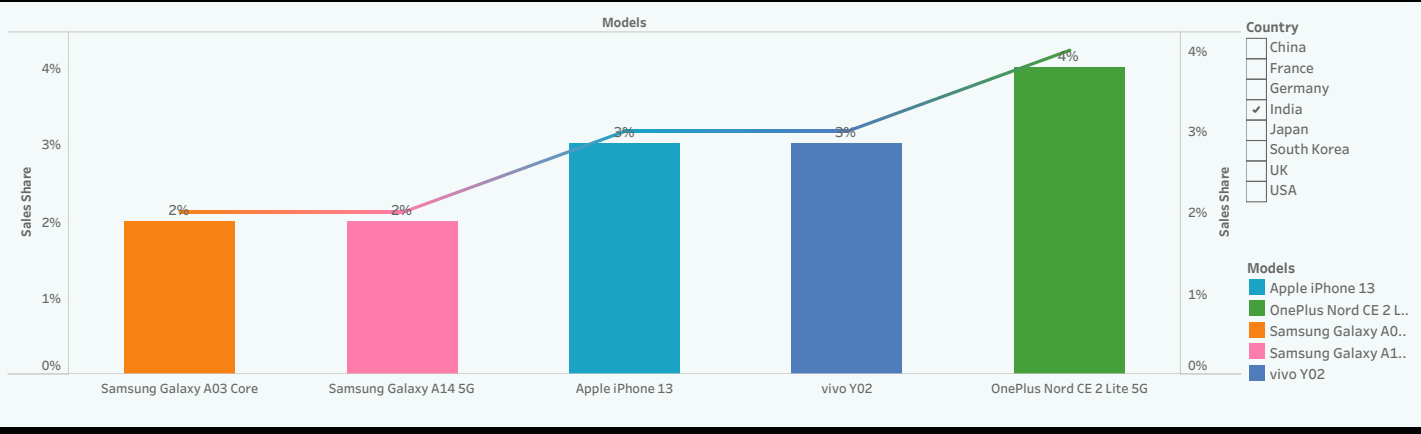
Apple continues to strengthen its standin..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than ..

iphone sales generated \$205 billion revenue for apple in 2022, more than Microsoft's to..

Comparative anlysis amongst various other leading brands in the smartphone industry s..

Although the iphone isn't far behind in the competition. Its 3% market share in the glo..



Story

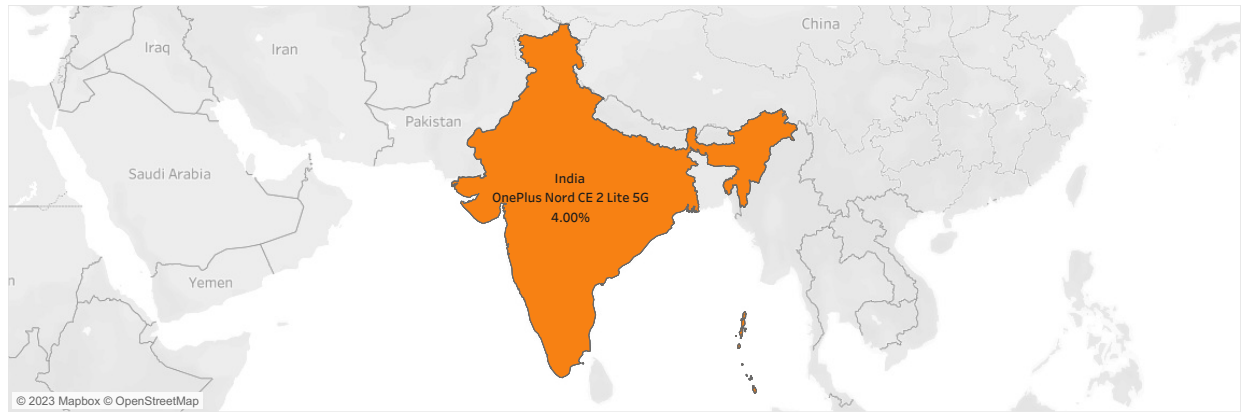
Apple continues to strengthen its standin..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than ..

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's to..

Comparative analysis amongst various other leading brands in the smartphone industry s..

Although the iPhone isn't far behind in the competition. Its 3% market share in the glo..



Country
India

Country
India